

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
Aug. 13, '48

"Ahram"
"Assas"
"Ikhwan"
"Kotla"
"Sawt el Umma"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- general situation; truce violations; tension in Jerusalem; Pernadotte leaves for Sweden; Glubb Pasha comments on situation (Ah,As,K,S.); "Ahram" interview with Azzam Pasha on situation....	143	Ah,As,I,K,S.
BERLIN -- general situation; Soviet policemen enter Western zone (Ah,As,I.); fifth Kremlin talks; German "resistance" movement (As); U.S. fears Soviet cut of Berlin-West telephone communications (As); "Germany" problem may be debated at U.N. General Assembly (As)...	84	Ah,As,I,K,S.
DANUBE CONFERENCE -- development; Western powers do not want to be excluded from Danube Commission...	32	Ah,As,I,K.
CYPRUS -- Consultative Assembly dissolved...	19	As,K,S.
FORMER ITALIAN COLONIES -- East vs. West conflict; expected to increase at General Assembly meeting...15		Ah,K.
U.S. -- Russia protests to U.S. against habeas corpus writ which would have Soviet Consulate produce Mrs. Kosenkina for hearing; latter throws herself out of window...	11	Ah,As.
WASHINGTON -- "Atlantic Union" plan to include Scandinavia, Portugal, Ireland, Iceland...	11	Ah,K.
OLYMPIC GAMES EVENTS...	10	Ah.
TRANS-JORDAN, SAUDI ARABIA establish diplomatic relations...	10	Ah,I,K.
EGYPTIAN SWIMMERS and attempt to cross the Channel...	10	Ah,As.
TRIESTE -- discussion on administration of Free Territory to be continued today (USIS)...	9	Ah,As.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, nor attempt to reflect the individual point of view of any faction or newspaper. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
MARSHALL PRESS CONFERENCE (USIS)...	6	As. .
SYRIA -- Cabinet reshuffle; Fares el Khoury expected back from Lake Success in September...	6	As.
GREECE -- Markos may ask for truce...	5	Ah, K.
SENATOR BARKLEY to attend Inter-Parliamentary Union (USIS)...	4	As.
BAGHDAD-MEDITERRANEAN new railway line...	4	As.
LAKE SUCCESS -- Atomic bomb included in Disarmament Commission's list of weapons of "mass destruction".	4	As.
U.S. -- plan to reinforce Air Force...	4	K.
HAIFA -- arrival of U.S. envoy to so-called State of Israel; James MacDonald...	3	Ah.
THE HAGUE -- new Dutch premier outlines policy and promises to solve Indonesian problem...	3	As.

FRENCH PRESSAugust 13, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

BERLIN -- Soviet policemen enter Western zone; fifth Kremlin talks; Bedell Smith comments on situation...	40	J, P.
PALESTINE -- general situation; tension in Jerusalem; Glubb Pasha comments on situation; Bernadotte leaves for Sweden...	31	J, P.
WASHINGTON -- Soviets protest against habeas corpus writ which would have the Soviet Consulate produce Mrs. Kosenkina for a hearing; Mrs. Kosenkina throws herself out of window...	20	J, P.
GREEK REBELS may ask for truce...	19	J, P.
CYPRUS -- Consultative Assembly dissolved...	19	J, P.
FRANCE -- steps to be taken in connection with lowering of prices...	14	J, P.
DANUBE CONFERENCE -- Western Powers do not want to be excluded from Danube Commission; British and American delegates reject charges of economic penetration in the Danube basin...	14	J, P.
VIENNA -- 120 Hungarian frontier guards flee to Austria...	10	J, P.
NANKING -- no Chinese-Russian talks on Russian zone of influence in China...	7	P.

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Subject:	Points:	Papers using:
SYRIA -- Cabinet reshuffled; Faros el Khoury expected from Lake Success in September...	6	P.
BELGRADE -- Tito continues to change ministers...	6	P.
PARIS -- Press Attache of Yugoslav Legation resigns...	2	J.
HUNGARY -- Cabinet reshuffle...	2	J.
ROME -- Italian delegation leaves for Moscow to discuss economic agreements...	2	J.

EDITORIALSFRENCH PRESS:

Raynaud vs. De Gaulle -- "Journal d'Egypte."
 Blockade and Counter Blockade in Berlin -- "Journal d'Egypte."
 Italy and the Western Union -- "Progres Egyptien."

ARABIC PRESS:

From War to the field of political manouvors -- "Ahram."
 The Problem of the Refugees -- "Sawt el Umma."
 The Kingdom of Savages -- (referring to the incident of the Jews' burning 28 Arabs alive and criticizing Bernadotte for his attitude) -- "Ikhwan."
 Girls' Missions -- (criticizing missions abroad) -- "Ikhwan."
 The United Nations is repeating the League of Nations' history -- "Kotla."
 The Arab League and its Cultural Mission -- "Kotla."
